## AUTO MEN BOOST FOREIGN BUSINESS TO PROMOTE ROAD FORMED

Your Battery's

the plates that will tell the tale.

PLENTY of pep and go is the regular thing in new batteries. But a year

or so later is when you find whether you've got a rugged battery and it's

Powerful machines compress the ruggedness into the USL Machine-Pasted Plates that make the USL a rugged bat-

Our USL Golden Rule SERVICE has been built up to make your present battery, whatever its make, last to the limit. El Paso Battery & Ignition Company

of SERVICE

Service Motor Truck will carry this new em-

blem on the radiator.

Ruggedness

miger terms of credit can be exed to foreign customers by banks
slied under the Edge law, accordto Fhilly Kensedy, vice presiof the Pirst Federal banking asto start libre of maior frachs should

DE PALMA PLANS TO FOOL JINX ON BEVERLY HILLS SPEEDWAY

Ralph De Pulma, racing driver, is letermined to shake off the jim which has been his constant compan-ion for the past year in nearly all of his starts. He is soing to Paris to the plant of the Bailot automobile works to obtain some hadly needed paris for his Goodyear coulpped Bai-lot racing est.

res for his Goodyear equipped Balracing car.

The famous pilot has set his heart
winning the 250 mile event at the
worly Bills speedway. Low Anceles.
Thanksgiving day, and to insure
ring the required parts is ample
me for the race, is making the trip
me for the race, is making the trip
metry in Nevamber to take up his
man colored racing mount for the
man refill with fresh old. This
meridia will not the winning drivs 22,000 in piace prizes and \$12,500
medical lap prizes.

Motor Truck System Of Service Compels

Nation's Admiration

Nation's Admiration

If all, the motor studies in the
United States were to the
garages for forty-eight hours,
the country's business would be
paralyzed.

Food commodities would not
move from faight depot to city
realise, from resight depot to city
realise, from yealise to consumer.
Deliveries of all other merchandies in municipalities would hair.
For a day or two, masses of goods
would gite up at relivend terminals.
Them, abruptly, there would be
un end to freight movement the
nation over.

The motor truck and the reliread today rank as america's
most important transportation
agrandes. The house-crawn delivery ungon has become comparatitivaly rare.

The motor truck in everywhere

- The motor truck in everywhere

agricles. The horse-crawn delivery wagon has become comparatively rare.

The motor trook in everywhere

-stigient, switt and dependable.
The city already belongs to it.
It has conducted the subuyha.
It has conducted are provided.
Completion of great transcontinectal highways will premote its
final triumph—the transportation
of freight interstate, but mesely
in most an emergency but as an
everyday occurrence.
Shrely servant of husiness, tile
maior truck is bringing city and
country closer together and is providing a service to the public that
otherwise couls not be rendered.

And yet, the motor thock atfil is
in its early period of development.
Its era of greatest growth and
groutest meetiness still line before it—From the Seattle Times.

ORGANIZATION FEWER CARS BREAK DOWN THESE DAYS

The programs of service has no define miles are in many with the cost will be.

The programs of service has no define miles are some from a fire and such a financiary a fire and such a fire

OLDSMOBILE SALES COMPANY GETS WELL-KNOWN SALESMAN

William Lenhford has joined the sales staff of the Oblamebile Sales Company of this city. Mr. Lankford knewn as "High Powered Bill," has been engaged in the automobile business of El Paso and Albuquarque for the molocing trateraity of the south-west.

PREPARE FOR COLD WEATHER.

PINDS BUSINESS GOOD.

## **PULLMAN CAR** LUXURIES IN MOTOR TRUCK

The Young Lady Across The Way





THIS luxurious seven-passenger sedan meets the unqualified approval of the most discerning class of motor cur users-those who require the atmost in style, comfort and performance and demand full value for every dollar To appreciate this car's distinction and

many conveniences it must be examined in careful detail. To understand its great comfort and fiemble power, it must be ridden in. Telephone for demonstration.

OLDSMOBILE SALES CO.

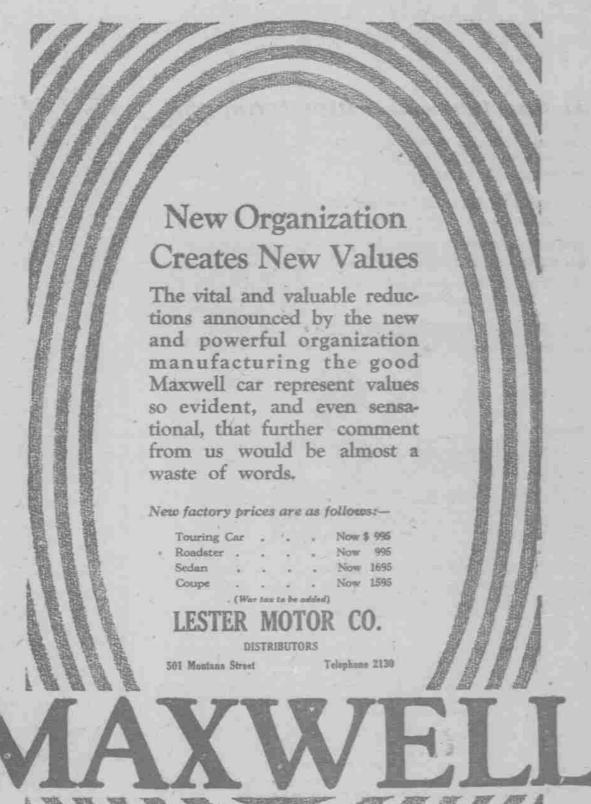
600 Montana St.



## Coming Gold Weather

We overhaul, repair, clean and recore radiators. Yours must be in bad condition after the wear and tear of the summer season.
GET IT FIXED BEFORE THE.
RUSH.

Furner Welding Co. "A Turner Weld Always Held" 600 Texas St. Tel. 3051







SERVICE TRUCK CO. OF TEXAS

MOTOR TRUCKS

With the Red Pyramid on the Radiator

412 MILLS STREET TES Phone SOS PRANK M. RHOWS, Mgr. HALLAS, PORT WORTH, EL PASO
ALL MODELS FRUEHAUF TRAILERS